

July 27, 2004

DOCKET FILE COPY ORIGINAL

Commissioner Kathleen Q. Abernathy
Federal Communications Commission
445 12th Street South West
Washington, DC 20554

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SEP 15 2004

Federal Communications Commission
Office of the Secretary

Dear Commissioner Abernathy:

Has the recent focus on "localism" in radio increased the amount of attention that radio stations give to local issues, or has it increased the radio industry's awareness of the need to inform the FCC and Congress of the existing local community efforts in which so many radio stations willingly get involved? That is the golden question.

I believe that radio stations do more for their communities than they get credit for doing. I also believe that it is 100% the fault of our industry that we don't get the credit that we earn. Whether it is helping out a local based charity, supporting a community event, covering local news stories, or broadcasting debates and offering candidates free time to air their views, radio does it 52 weeks a year.

When the political rhetoric of this election year dies down, I hope that you will make it a point to listen to local radio stations of all sizes in every town that you visit. It won't happen in every break, but if you listen you will hear those stations consistently providing valuable local service elements to their community. While consolidation may have given control of many stations to fewer companies, those stations are still run by people just like me who win by being local. You may have a different definition of the components of localism than each of those people, but that does not mean that they are not serving their local communities in an important way every day.

Attached is another example of what one radio station, WDBO AM, has done to highlight the upcoming election. It will be interesting to see just how many candidates take us up on the offer of free air-time.

Sincerely,

Bill Hendrich

Bill Hendrich
Vice President/General Manager
AM580 WDBO/WWKA FM
Cox Radio Orlando

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